

Brief newsletter

August | 2006

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1 **Bayfront News**

An agreement approved by the City Council in late July sets the stage for a billion dollar investment along the City's Bayfront by one of the nation's premier hotel developers. After nearly a year of negotiations, the City and the Port of San Diego unanimously signed an agreement with Gaylord Hotels that makes way for a spectacular project that includes a 400,000-square foot convention center, up to 2,000 hotel rooms and 60,000 feet of retail and restaurant space. Gaylord, the City and the Port signed a "letter of intent" outlining key points that will guide the next round of negotiations for the resort hotel and convention center.

"This will be one of the most impressive waterfronts anywhere," said Mayor Stephen C. Padilla. "Chula Vista couldn't ask for a better partner than Gaylord."

Gaylord's proposal would redevelop a significant portion of the Bayfront area over the next several years and is expected to attract new investment to the City and the region.

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2 **Weigh In on Arts Plan**

Interested in the arts? Then you'll want to know what's included in Chula Vista's draft Arts Master Plan. Residents and business leaders are invited to offer input on the plan at a meeting of the Arts Commission scheduled for Aug. 29, from 5:30 - 7:30 p.m. in the City Council Chambers at City Hall, 276 Fourth Ave.

The draft includes recommendations for public art, arts venues, arts financing, and arts districts and gateways. It was prepared after interviews with key community and education leaders, local artists, and arts group representatives. A 25-member Citizens Advisory Committee has overseen the entire planning process. The draft plan text may be accessed electronically at www.chulavistalibrary.com.



3 Enjoy the View

Mountain Hawk Park, overlooking one of the most scenic areas of the city, opened this summer to rave reviews. The new 13-acre neighborhood park is located in EastLake Vistas, and its spectacular views of Lower Otay Lakes and the nearby mountains make it a perfect place for weddings and other special occasions. Kids can't resist the spray of the play fountain. Other features of the park include an amphitheater, tot lot, three picnic shelters and two multi-use sports fields.

Mountain Hawk is the fifth new City park to open since late April. Over the past three months, Chula Vista has brought on line 81 acres of new parks and nearly 60,000 square feet of new recreation center



4 Fighting Graffiti

In the on-going battle against graffiti, Chula Vista is using a new weapon--a special truck outfitted with equipment that allows it to mix and match paint colors on the spot.

Public Works crews didn't waste any time putting the truck into service. Days after it was delivered, the truck was dispatched to graffiti-prone areas of the City with an enthusiastic crew. From now on property owners won't have to worry about colors clashing when City employees paint over graffiti on buildings, walls and fences--colors will be mixed to match, on site.

Combined with a tough year-old graffiti policy, the truck helps speed up the process for getting rid of graffiti in our neighborhoods.

Research shows that prompt and persistent removal of graffiti is an effective way to discourage repeat vandalism.

To report graffiti, please call the City's graffiti hotline at (619) 691-5198.

5



Traffic Safety

In response to residents' concerns about speeding, aggressive driving and running red lights, the City has launched a major traffic initiative to reduce accidents at major intersections and improve safety for all pedestrians and bicyclists.

The Neighborhood Traffic and Pedestrian Safety Program brings Chula Vista's police and traffic engineers together with the community to find the right combination of traffic calming measures that will make a difference in busy neighborhoods. Calming measures are tools and techniques cities use to regulate traffic--like stoplights and stop signs and speed bumps.

The new initiative is already in motion in the MacKenzie Road neighborhood in eastern Chula Vista. And 31 of the City's busiest intersections are undergoing an in-depth analysis that could trigger engineering and enforcement enhancements.

Stay tuned for events surrounding national Stop on Red Week, coming up August 6-12.

6 Nature Center Sets Record

The much-anticipated opening of the Nature Center's new Wergeland Family Discovery Center has been a huge success, attracting a record number of visitors. After the exhibits opened July 22, the Nature Center experienced the highest seven-day attendance since the facility originally opened in 1987. Even with record-setting temperatures on opening day, nearly 1,200 visitors braved the stifling heat to be one of the first to catch a glimpse of the Green Sea Turtles in Turtle Lagoon and stare in amazement at the new Lobster Grotto with its Moray eels and curious crustaceans.

"The exhibits hit their mark; they are exciting, attractive, and entertaining," noted Nature Center Director Dan Beintema.



7 NFL Punt, Pass, & Kick

Kids will want to start practicing for the NFL's Pepsi Punt, Pass & Kick Competition. In Chula Vista, the competition begins Sept. 29 beginning at 5:30 p.m. The event will be hosted by the Community Youth Center, 465 L St., and held in the Chula Vista High School Football Stadium adjacent to the center. Pre-registration is required and starts on Aug. 21 at the Youth Center. Both boys and girls will compete in

four age groups---8-9, 10-11, 12-13 and 14-15. The competition will determine who advances to the Sectional Competition in October.

More information is available at www.nflyouthfootball.com or local information may be obtained by contacting Recreation Supervisor Jimmy Tollefson at (619) 691-5276.

8 Free Concerts

Music In The Park," a free summer concert series, moves to Memorial Park in August. Select the band that plays your favorite music--patriotic, R&B, Latin jazz, Big Band, surfing and oldies-and settle in for a delightful evening of entertainment. All of the concerts will be presented on Sundays from 5 to 6:30 p.m.

This annual musical event is presented by the Chula Vista Office of Arts and Culture. For more information, call the City of Chula Vista's events line at (619) 585-5682 or visit www.chulavistaca.gov.

AUGUST CONCERTS

Memorial Park, 373 Park Way

Aug. 6, 5-6:30 p.m.

Native Vibe, Cultural Rhythms

Aug. 13, 5-6:30 p.m.

Pacific Brass & Electric, Rock to Jazz

Aug. 20, 5-6:30 p.m.

Fattburger, Smooth Jazz

Aug. 27, 5-6:30 p.m.

Night Shift, Classic Rock



contact

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